

COMMONWEALTH OF VIRGINIA
DEPARTMENT OF ALCOHOLIC BEVERAGE CONTROL
VIRGINIA ALCOHOLIC BEVERAGE CONTROL COMMISSION
RICHMOND

April 14, 1989

CIRCULAR LETTER
89-1

**TO: EACH MIXED BEVERAGE LICENSEE AND DISTILLED SPIRITS SOLICITOR
SALESMAN PERMITTEE**

**SUBJECT: SECTION 8 OF VR125-01-6 – SOLICITATION OF MIXED BEVERAGE
LICENSEES.**

PURPOSE: The purpose of this Circular Letter is to advise those addressed of a recent interpretation by the Board regarding educational seminars to be conducted on the premises of a mixed beverage licensee.

BACKGROUND: Recently, a distilled spirits solicitor salesman permittee inquired as to whether he may sponsor an educational seminar for employees of a mixed beverage licensee and serve them alcoholic beverages and food.

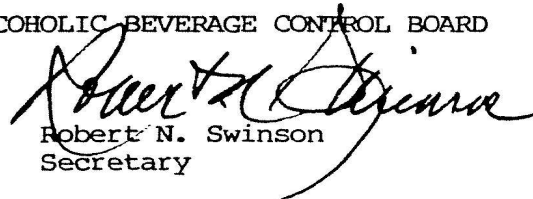
HELD: The Board has interpreted the intent and purpose of Section § 4-98.16, Code of Virginia, and the Board's subsequent regulations, to permit distilled spirits representatives to conduct such a seminar upon the premises of a mixed beverage licensee but restricted to serving samples of spirits, not then sold by the licensee, to those persons in attendance. The spirits being served must be purchased from a Virginia A.B.C. store and the word "sample" along with the permit number of the distilled spirits permittee must appear on the package. In connection with this seminar, food may be served in the form of light hors d'oeuvres.

CONDITIONS: Before conducting an educational seminar, the permittee must submit prior-written notice to the Board describing the activity and giving the date, time and location. The activity must be conducted in a room or rooms set aside for that purpose and be adequately supervised.

INQUIRIES: Inquiries concerning the above should be addressed to Robert N. Swinson, Secretary's Office, p. O. Box 27491, Richmond, Virginia 23261, (804) 367-0616.

VIRGINIA ALCOHOLIC BEVERAGE CONTROL BOARD

ALCOHOLIC BEVERAGE CONTROL BOARD


Robert N. Swinson
Secretary

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